

If this year's power company survey was a horse race, there'd be one clear winner galloping towards the finish line.

Powershop has taken out top place and been awarded our People's Choice award. Overall, 52% of New Zealanders are very satisfied with their power company. At Powershop, 66% of customers are very satisfied. Its customers rated it above average on competitive pricing, providing help to save energy, helping to select an appropriate plan, customer support and value for money.



## **The losers**

Trailing at the back of the pack is Contact Energy, again. Only 45% of Contact Energy customers said they were very satisfied – not what you'd expect from the company recently named Energy Retailer of the Year at the 2022 Energy Excellence awards.

“There's a dichotomy there of being the top national retailer according to the industry and getting the worst results from its customers,” Consumer NZ's Powerswitch manager Paul Fuge said.

But Fuge said Contact had been doing a lot of work trying to improve its customer service over the past year. It also introduced its Good Nights plan, which provides three hours of free power late at night, and its Fourth Trimester trial, which gave 1000 households with a newborn free power for three months, so it could be that we're yet to see an uptick in satisfaction as a result of those efforts.

The four biggest providers – Contact, Genesis, Mercury and Trustpower – were also the four least likely to have very satisfied customers.

## Satisfaction ratings

### It's easy to switch

One in 10 survey respondents had switched power company over the past 12 months and, of those who did, 88% said it was easy to do. Interestingly, only half of those who hadn't switched thought it would be easy. It seems once people have been through the process, it's much easier than they expected.

People who had switched were most often in search of a cheaper price, but 12% had left their provider because of bad service. Looking for a provider that was more environmentally aware was the reason for 5% of switches.

We also asked people if they were likely to switch companies over the next 12 months. Powershop customers were the most unlikely to make the move, while Trustpower has some work to do – 30% of its customers said they're considering it.

There's likely to be fewer people moving to solar over the next 12 months. While 53% were considering it back in 2019, that number is now down to 42%.



### Are you paying too much for power?

Powerswitch is a free price-comparison website that helps you find the best electricity and gas plan. Check now to see if you're getting the best deal.

[Compare plans](#)

## Ratings

### Powershop



**Satisfaction rating:** 66%

**Market share:** 5%

**Survey responses:** 150

Powershop once again cleaned up the competition by returning a satisfaction rating well above the industry average. Its customers were the most likely to say it offers competitive pricing and value for money. It also scored highly for helping customers to save energy, as well as customer support.

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### Electric Kiwi

**Satisfaction rating:** 59%

**Market share:** 4%

**Survey responses:** 134

Electric Kiwi was a solid performer in our survey. When you look at how many of its customers are satisfied (88%), it's only 1% behind Powershop (89%). But it doesn't have as many customers who are very satisfied. It was rated the highest out of the companies for its green credentials.



### Flick Electric

**Satisfaction rating:** 58%

**Market share:** 1%

**Survey responses:** 32

With just 1% of the market share, this minnow of the industry managed to score above average on most of our pillars, including competitive pricing and value for money. But its customer service was rated second worst; only Contact scored worse.



### Frank Energy (formerly Energy Online)

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**Satisfaction rating:** 58%  
**Market share:** 4%  
**Survey responses:** 87



Frank Energy customers are happier at bill time than those with other companies. It scored well above the industry average on competitive pricing and value for money. But when it came to green matters, its customers weren't impressed. Just 23% were satisfied with its attempts to produce energy from renewable resources, compared with 28% on average.

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## Nova Energy

**Satisfaction rating:** 57%  
**Market share:** 4%  
**Survey responses:** 72



Nova's customer service team is doing something right. The company scored first equal for resolving problems in a timely manner and above average for customer support. It wasn't rated well on its environmental efforts.

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## Pulse Energy

**Satisfaction rating:** 57%  
**Market share:** 4%  
**Survey responses:** 68



Pulse Energy customers really rate how the company helps them choose a plan that's appropriate for their energy usage. It scored well above all other companies in this area. It also scored first equal with Nova on resolving problems in a timely manner.

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## Meridian Energy

**Satisfaction rating:** 54%  
**Market share:** 7%  
**Survey responses:** 120



Meridian performed strongly in the green areas of our survey. Its customers were happier than others with its efforts in producing energy from renewable resources. It fell below average in just one area – competitive pricing.

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## Slingshot

**Satisfaction rating:** 51%

**Market share:** Unavailable. (Slingshot is part of Vocus Group, which acquired Switch Utilities. Switch Utilities' market share is reported at 2.2%)

**Survey responses:** 34



Slingshot customers aren't impressed with its efforts to be greener. Only 8% were satisfied with its green credentials, way below the already-low industry average of 21%. It also flunked out with helping customers save energy – 14% were satisfied in this area, the lowest of the companies.

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## Mercury Energy

**Satisfaction rating:** 50%

**Market share:** 14%

**Survey responses:** 220



Mercury had a middle-of-the-pack kind of outcome. Its percentage of very satisfied customers was close to the average and then its ratings for all our performance questions was either the same as the industry average or very close to it.

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## Trustpower

**Satisfaction rating:** 50%

**Market share:** 12%

**Survey responses:** 215



Trustpower was rated among the worst for competitive pricing and value for money. Its rating for helping customers select an appropriate plan was well below the average (29% vs 37%). Its customer service was rated a bit higher than average.

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## Genesis Energy

**Satisfaction rating:** 49%  
**Market share:** 18%  
**Survey responses:** 330

Genesis rated below par on nearly all the performance questions. 'Helping you save energy' was the only one it slightly performed better than the average in.



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## Contact Energy

**Satisfaction rating:** 45%  
**Market share:** 20%  
**Survey responses:** 383

Contact was the worst company for competitive pricing, resolving problems in a timely manner and customer support. In all areas it was below the industry average.



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## About our survey

**OUR DATA** are from a nationally representative survey of 1974 New Zealanders, aged 18 and over, carried out in April 2022. **Satisfaction rating** shows the proportion of respondents who scored their retailer 8, 9 or 10 on a scale from 0 (very dissatisfied) to 10 (very satisfied). Ratings are for providers that had 30 or more responses in our survey. **Market share data** is for residential connections as at 30 April 2022 and sourced from the Electricity Authority.

## What is People's Choice?



The **People's Choice** award is given to providers that rate above average for customer satisfaction and meet our other performance criteria. [Learn more about our award here.](#)